



Coventya Customer Q&A

1. What does this mean for my existing Coventya/ MacDermid Enthone Industrial Solutions relationships?

The combination of Coventya and MacDermid Enthone Industrial Solutions will ultimately allow us to deliver a wider range of solutions more effectively to our customers. We each have unique capabilities and are excited to offer more value and a wider product range to our customers. Our priority is to ensure that our customers experience minimal disruption to the solutions that Coventya currently provides. We will contact you directly with any changes as appropriate.

2. How does this benefit me?

Both MacDermid Enthone Industrial Solutions and Coventya remain committed to investing heavily in innovative, fast-cycle R&D, and in customer technical support. Ongoing customer-facing technical support and relationships are the cornerstone of the value we provide our customers. We will continue to invest and support our growth and development to ensure we remain at the forefront of delivering innovative solutions to our customers, and we think you will see many positive benefits of this integration over time.



3. Who do I contact for orders, technical inquiries and other questions?

Business will continue as usual in the short to medium-term. For the time being, we will continue to deliver the same superior products and technical support that we always have, through existing channels. As any changes are planned, we will be contacting you directly.

4. Will my order processing change?

Please continue to place orders with your customer service representatives as you did prior to the announcement of this acquisition. You may use the same phone, fax, and email. We will contact you directly with any changes as appropriate.

5. Will my sales representative change?

Please continue to place orders with your current salespeople and customer service representatives as you did prior to the announcement of this acquisition. We will contact you directly with any changes as appropriate.

6. Who am I negotiating contracts with now?

Customers should continue to contact their respective Coventya and MacDermid Enthone Industrial Solutions sales and customer service representatives for business-related discussions. We will contact you directly with any changes as appropriate.

7. Will my pricing change?

Business will continue as usual for the time being. Customers should continue to contact their MacDermid Enthone Industrial Solutions and Coventya sales representatives for business related discussions.

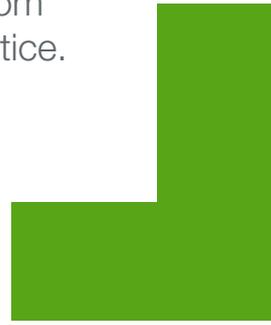
8. Will products be discontinued?

MacDermid Enthone Industrial Solutions and Coventya will continue to sell all previously available products until further notice. We will contact you directly with any changes as appropriate.



9. Will plants or warehouses close and affect my lead time?

To avoid disruption to the delivery of superior products and technical service, we will continue to supply all previously available products and/or services from their current locations until further notice.



10. What is the return process now?



All aspects of business will continue as usual for the time being. There is no change to the returns process or policies. We will contact you directly with any changes as appropriate.

11. Does my NDA transfer to the new company or do I have to reissue it?

All aspects of business will continue as usual for the time being. There will be no immediate change to NDAs currently in place, or the obligations of both parties.

12. When will I be informed about changes?

Changes will occur at different times, depending on the nature and complexity of the change. Our customers and suppliers are key stakeholders we will consider prior to making any decisions. We will communicate changes first to our employees, and then to our customers as soon as appropriate.